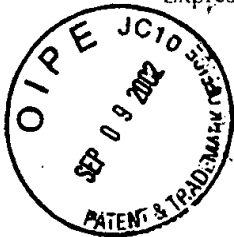


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PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al. :
Serial No.: 09/474,631 : Art Unit: 2163
Filed: December 29, 1999 : Examiner: Eric T. Shaffer
For: METHODS AND SYSTEMS :
FOR ANALYZING :
HISTORICAL TRENDS IN :
MARKETING CAMPAIGNS :

AMENDMENT

RECEIVED
SEP 16 2002
GROUP 3600

Hon. Commissioner for Patents
Washington, D.C. 20231

In response to the Office Action dated April 18, 2002, please amend the above-identified patent application as follows:

IN THE CLAIMS

1. (once amended) A method of evaluating marketing campaign data, the data being in the form of database scores, stored procedures, and On Line Analytical Processing (OLAP) multidimensional structures, said method comprising the steps of:

evaluating models using structures that segment gains charts to discover where a model is under performing; and

evaluating the model's performance over time and discovering user defined trends.